

HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through April 16, 2006)

Easter/Passover 2006
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

WHOLE TURKEYS

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Connecticut	A&P Stores	Butterball	1.19							
		Perdue	1.19							
		Shady Brook	0.99							
	Big Y	Butterball	1.29							< 16 lbs. (hen)
	Compare Foods	Shady Brook	1.39							
	Food Emporium	Butterball	1.49							
		Shady Brook	1.49							
		Empire			1.99	1.49				
	Geissler's	Shady Brook	0.89							< 16 lbs. (hen)
	Price Chopper	Butterball	1.39	0.99						
		Shady Brook	0.99						2.29	
		Plainville Empire				1.39				
	Shaw's/Star	Butterball	1.29							
		Honeysuckle		0.89						
		Jennie-O	0.99	1.99*						frozen is oven-ready in a bag
		Rubashkin's Wild Harvest				0.99			1.99	Aaron's Best < 16 lb. (hen)
	Shop Rite	Butterball	1.39	1.29						
		"	0.40	0.30						w/ \$300 purchase and store card
		ShopRite	1.19	0.99						w/ \$300 purchase and store card
		"	0.20	free						< 16 lbs. (hen)
	Empire	"				1.29				< 16 lbs. (hen); w/ \$300 purchase & store card
		"				free				
		"								
	Stop & Shop	Butterball	1.29							
		Empire			1.89					<16 lbs. (hen)
		Shady Brook	0.99							
Washington, DC	A&P Stores	Butterball	1.19							
		Perdue	1.19							
		Shady Brook	0.99							
	Giant	Butterball	1.29							
		Shady Brook	0.99							
		Empire			1.89					
	Safeway	Shady Brook	0.88							
Delaware	A&P Stores	Butterball	1.19							
		Perdue	1.19							
		Shady Brook	0.99							
	Acme	Village Market no label		0.79		1.29				

HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through April 16, 2006)

Easter/Passover 2006
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

WHOLE TURKEYS

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Delaware (continued)	Food Lion	Butterball "		0.69 1.29						w/ store card w/o store card
	Giant	Butterball Shady Brook Empire	1.29 0.99		1.89					
	Pathmark	Butterball Shady Brook	* 1.09							\$2.00 off; limit 1
	Safeway	Shady Brook	0.88							
	Shop Rite	Butterball " ShopRite " Empire "	1.39 0.40 1.19 0.20	1.29 0.30 0.99 free		1.29 free				w/ \$300 purchase and store card w/ \$300 purchase and store card < 16 lbs. (hen) < 16 lbs. (hen); w/ \$300 purchase & store card
Florida	Albertson's	Butterball Honeysuckle " Perdue "	* 0.99 1.49 1.29 1.49							\$2.00 off w/ store card < 16 lbs. (hen) w/ store card < 16 lbs. (hen) w/o store card w/ store card w/o store card
	Brunos	Butterball	1.29							< 16 lbs. (hen)
	Food Lion	Butterball "		0.69 1.29						w/ store card w/o store card
	Harris Teeter	Harris Teeter " " Plainville Farms " "	1.29 1.49						1.79 1.99	< 16 lbs. (hen) w/ store card < 16 lbs. (hen) w/o store card < 16 lbs. (hen) w/ store card < 16 lbs. (hen) w/o store card
	Harvey's	Norbest		0.79						
	Publix	Butterball Empire Publix	1.39 1.19	 0.79		1.49				
	Save Rite	no label		0.79						
	Super Target	Archer Farms		0.88						
	Winn-Dixie	Butterball		0.99						
Georgia	Food Lion	Butterball "		0.69 1.29						w/ store card w/o store card
	Harris Teeter	Harris Teeter " " Plainville Farms " "	1.29 1.49						1.79 1.99	< 16 lbs. (hen) w/ store card < 16 lbs. (hen) w/o store card < 16 lbs. (hen) w/ store card < 16 lbs. (hen) w/o store card

HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through April 16, 2006)

Easter/Passover 2006
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

WHOLE TURKEYS

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Georgia (continued)	Harvey's	Norbest		0.79						
	Ingles	Butterball	1.48	0.98						
	Kroger	Butterball	1.29							w/ store card
		Honeysuckle	0.99	0.79						w/ store card
	Piggly Wiggly	Butterball	1.19	0.99						
	Publix	Butterball	1.39			1.49				
		Empire								
		Publix	1.19	0.79						
	Super Target	Archer Farms		0.88						
Maine	Wayfield's	Norbest		0.99						
	Winn-Dixie	Butterball		0.99						
	Shaw's/Star	Butterball	1.29							
		Honeysuckle		0.89						
		Jennie-O	0.99	1.99*						
		Rubashkin's				0.99				
		Wild Harvest							1.99	frozen is oven-ready in a bag Aaron's Best < 16 lb. (hen)
	A&P Stores	Butterball	1.19							
		Perdue	1.19							
		Shady Brook	0.99							
Maryland	Acme	Village Market		0.79		1.29				
		no label								
	Food Lion	Butterball		0.69						w/ store card
		"		1.29						w/o store card
	Food Land	Butterball		0.88						
	Giant Eagle	Giant Eagle	1.09	0.99						w/ store card
		" "	1.29	1.09						w/o store card
		Honeysuckle	1.09	0.99						w/ store card
		"	1.29	1.09						w/o store card
	Giant	Butterball	1.29							
		Shady Brook	0.99							
		Empire			1.89					
	Giant of PA	Shady Brook	0.99							
		no label		0.79						
	Magruder's	Perdue	0.99							
		Empire				1.49				
	Mars	Shady Brook	0.89							< 16 lbs. (hen)
	Safeway	Shady Brook	0.88							
	Wegman's	Wegman's	1.19							
	Weis	Jennie-O	0.89							w/ store card
		"	1.19							w/o store card

HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through April 16, 2006)

Easter/Passover 2006
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

WHOLE TURKEYS

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Massachusetts	Big Y	Butterball	1.29							< 16 lbs. (hen)
	Donelan's	Shady Brook	0.99							
	Geissler's	Shady Brook	0.89							< 16 lbs. (hen)
	Price Chopper	Butterball	1.39	0.99						
		Shady Brook	0.99						2.29	
		Plainville				1.39				
		Empire								
	Roche Brothers	Farm Fresh		0.99						< 16 lbs. (hen)
New Hampshire		Plainville							1.99	
	Shaw's/Star	Butterball	1.29							
		Honeysuckle		0.89						
		Jennie-O	0.99	1.99*						frozen is oven-ready in a bag
		Rubashkin's				0.99				Aaron's Best
		Wild Harvest							1.99	< 16 lb. (hen)
	Stop & Shop	Butterball	1.29							
		Empire			1.89					<16 lbs. (hen)
New Jersey		Shady Brook	0.99							
	P&C	Butterball		1.19						
		Shady Brook	0.99							
		Gold Label	0.99	0.99						
	Price Chopper	Butterball	1.39	0.99						
		Shady Brook	0.99						2.29	
		Plainville				1.39				
		Empire								
New Jersey	Shaw's/Star	Butterball	1.29							
		Honeysuckle		0.89						
		Jennie-O	0.99	1.99*						frozen is oven-ready in a bag
		Rubashkin's				0.99				Aaron's Best
		Wild Harvest							1.99	< 16 lb. (hen)
	Stop & Shop	Butterball	1.29							
		Empire			1.89					<16 lbs. (hen)
		Shady Brook	0.99							
New Jersey	A&P Stores	Butterball	1.19							
		Perdue	1.19							
		Shady Brook	0.99							
	Acme	Village Market		0.79						
		no label				1.29				
	Associated	Shady Brook	1.39							

HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through April 16, 2006)

Easter/Passover 2006
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

WHOLE TURKEYS

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
New Jersey (continued)	Food Emporium	Butterball	1.49							
		Shady Brook	1.49							
		Empire			1.99	1.49				
	Foodtown	Shady Brook	0.99							<16 lbs. (hen)
		Foodtown		0.99						<16 lbs. (hen)
	Empire					0.99				
	Genuardi's	Empire				1.69				
	Giant	Butterball	1.29							
		Shady Brook	0.99							
		Empire			1.89					
	Key Food	Shady Brook	0.99							
		Empire				1.39				
	King's	Empire				1.29				
		Kings	1.29						1.99	
		Plainville Farms							1.99	
New York	Met Foods	Shady Brook	0.99							
	Pioneer	Shady Brook	0.99							
	Shop Rite	Butterball	1.39	1.29						
		"	0.40	0.30						w/ \$300 purchase and store card
		ShopRite	1.19	0.99						w/ \$300 purchase and store card
		"	0.20	free						< 16 lbs. (hen)
		Empire				1.29				< 16 lbs. (hen); w/ \$300 purchase & store card
		"				free				
	Stop & Shop	Butterball	1.29							
		Empire			1.89					<16 lbs. (hen)
		Shady Brook	0.99							
	Wegman's	Wegman's	1.19							
	Weis	Jennie-O	0.89							w/ store card
		"	1.19							w/o store card
	A&P Waldbaum's	Butterball	1.19							
		Perdue	1.19							
		Shady Brook	0.99							
	Associated	Shady Brook	1.39							
	Compare Foods	Shady Brook	1.39							
	D'Agostino	Empire			2.29					
		Murray's						2.29		
	Food Emporium	Butterball	1.49							
		Shady Brook	1.49							
		Empire			1.99	1.49				

HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through April 16, 2006)

Easter/Passover 2006
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

WHOLE TURKEYS

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
New York (continued)	Foodtown	Shady Brook	0.99							<16 lbs. (hen)
		Foodtown		0.99						<16 lbs. (hen)
		Empire				0.99				
	Giant Food Markets	Butterball	1.19	0.89						
		Empire				1.29				< 16 lbs. (hen)
	Genuardi's	Empire				1.69				
	Key Food	Shady Brook	0.99							
		Empire				1.39				
	King Kullen	Perdue	1.29							
		Shady Brook	1.29							
		Empire				1.49				
	King's	Empire				1.29				
		Kings	1.29						1.99	
		Plainville Farms							1.99	
	Met Foods	Shady Brook	0.99							
	P&C/Quality	Butterball		1.19						
		Shady Brook	0.99							
		Gold Label	0.99	0.99						
	Pioneer	Shady Brook	0.99							
	Price Chopper	Butterball	1.39	0.99						
		Shady Brook	0.99							
		Plainville				1.39			2.29	
		Empire								
	Shop Rite	Butterball	1.39	1.29						
		"	0.40	0.30						w/ \$300 purchase and store card
		ShopRite	1.19	0.99						w/ \$300 purchase and store card
		"	0.20	free						< 16 lbs. (hen)
		Empire				1.29				< 16 lbs. (hen); w/ \$300 purchase & store card
		"				free				
	Stop & Shop	Butterball	1.29							
		Empire			1.89					<16 lbs. (hen)
		Shady Brook	0.99							
	Tops	Honeysuckle	0.99							
		no label		0.79						
	Wegman's	Wegman's	1.19							
	Weis	Jennie-O	0.89							w/ store card
		"	1.19							w/o store card
	Western Beef	no label	0.99							

HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through April 16, 2006)

Easter/Passover 2006
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

WHOLE TURKEYS

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
North Carolina	Food Lion	Butterball "		0.69 1.29						w/ store card w/o store card
	Harris Teeter	Harris Teeter " " Plainville Farms " "	1.29 1.49						1.79 1.99	< 16 lbs. (hen) w/ store card < 16 lbs. (hen) w/o store card < 16 lbs. (hen) w/ store card < 16 lbs. (hen) w/o store card
	Ingles	Butterball	1.48	0.98						
	Kroger	Shady Brook Country Pride	0.99	0.79						
	Lowe's	Shady Brook	0.99							
	Super Target	Archer Farms		0.88						
Pennsylvania	A&P Stores	Butterball Perdue Shady Brook	1.19 1.19 0.99							
	Acme	Village Market no label		0.79		1.29				
	BiLo & Riverside	Butterball Honeysuckle Gold Label	0.99 0.99	1.19 0.99						
	Food Lion	Butterball "		0.69 1.29						w/ store card w/o store card
	Food Land	Honeysuckle	0.99	0.99						save \$1.00 w/ coupon
	Foodtown	Shady Brook Foodtown Empire	0.99	0.99		0.99				<16 lbs. (hen) <16 lbs. (hen)
	Giant Eagle	Giant Eagle " " Honeysuckle "	1.09 1.29 1.09 1.29	0.99 1.09 0.99 1.09						w/ store card w/o store card w/ store card w/o store card
	Giant of PA	Shady Brook no label	0.99	0.79						
	Karn's	Jennie-O Signature	1.25	0.99						
	P&C/Quality	Butterball Shady Brook Gold Label	0.99 0.99	1.19 0.99						
	Price Chopper	Butterball Shady Brook Plainville Empire	1.39 0.99	0.99		1.39			2.29	

HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through April 16, 2006)

Easter/Passover 2006
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

WHOLE TURKEYS

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Pennsylvania (continued)	Shop Rite	Butterball	1.39	1.29						w/ \$300 purchase and store card
		"	0.40	0.30						
		ShopRite	1.19	0.99						
		"	0.20	free						
	Shurfine	Butterball	1.29			1.29				w/ \$300 purchase and store card < 16 lbs. (hen) < 16 lbs. (hen); w/ \$300 purchase & store card
		Round Hill	1.19			free				
	ShurSave	Butterball	1.29							< 16 lbs. (hen)
	Shop n' Save	Honeysuckle	0.99	0.99						
	Tops	Honeysuckle no label	0.99	0.79						\$1.00 off w/ coupon
	Wegman's	Wegman's	1.19							
Rhode Island	Weis	Jennie-O	0.89							w/ store card w/o store card
		"	1.19							
	Compare Foods	Shady Brook	1.39							frozen is oven-ready in a bag Aaron's Best < 16 lb. (hen)
	Shaw's/Star	Butterball	1.29							
		Honeysuckle		0.89						
		Jennie-O	0.99	1.99*		0.99			1.99	
		Rubashkin's Wild Harvest								
	Stop & Shop	Butterball	1.29		1.89					<16 lbs. (hen)
		Empire Shady Brook	0.99							
South Carolina	Food Lion	Butterball		0.69						w/ store card w/o store card
		"		1.29						
	Harris Teeter	Harris Teeter	1.29							< 16 lbs. (hen) w/ store card < 16 lbs. (hen) w/o store card < 16 lbs. (hen) w/ store card < 16 lbs. (hen) w/o store card
		" "	1.49							
		Plainville Farms							1.79	
	Ingles	" "							1.99	
		Butterball	1.48	0.98						w/ store card w/ store card
	Kroger	Butterball	1.29							
		Honeysuckle	0.99	0.79						
	Lowe's	Shady Brook	0.99							
	Piggly Wiggly	Butterball	1.19	0.99						
	Publix	Butterball	1.39							
		Empire			1.49					
		Publix	1.19	0.79						

HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through April 16, 2006)

Easter/Passover 2006
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

WHOLE TURKEYS

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Vermont	P&C	Butterball		1.19						
		Shady Brook	0.99							
		Gold Label	0.99	0.99						
	Price Chopper	Butterball	1.39	0.99						
		Shady Brook	0.99							
		Plainville				1.39			2.29	
	Shaw's/Star	Empire								
		Butterball	1.29							
		Honeysuckle		0.89						
Virginia		Jennie-O	0.99	1.99*		0.99				frozen is oven-ready in a bag
		Rubashkin's								Aaron's Best
		Wild Harvest							1.99	< 16 lb. (hen)
	Farm Fresh	Perdue	0.99							
	Food City	Butterball	1.29	0.89						
	Food Land	Butterball		0.88						
	Food Lion	Butterball		0.69						w/ store card
	Giant of PA	Shady Brook	0.99							
		no label		0.79						
	Harris Teeter	Harris Teeter	1.29							< 16 lbs. (hen) w/ store card
		" "	1.49							< 16 lbs. (hen) w/o store card
		Plainville Farms						1.79		< 16 lbs. (hen) w/ store card
		" "						1.99		< 16 lbs. (hen) w/o store card
	Ingles	Butterball	1.48	0.98						
	Kroger	Shady Brook	0.99							
		Country Pride		0.79						
	Lowe's	Shady Brook	0.99							
	Magruder's	Perdue	0.99							
		Empire				1.49				
	Safeway	Shady Brook	0.88							
	Super Target	Archer Farms		0.88						
	Ukrop's	Shady Brook	1.18							
		Ukrop's		0.58						< 16 lbs. (hen)
	Wegman's	Wegman's	1.19							
	Weis	Jennie-O	0.89							w/ store card
		"	1.19							w/o store card
West Virginia	BiLo & Riverside	Butterball		1.19						
		Honeysuckle	0.99							
		Gold Label	0.99	0.99						

HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY (prices effective through April 16, 2006)

Easter/Passover 2006
EASTERN U.S. - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

WHOLE TURKEYS

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
West Virginia (continued)	Food Land	Butterball		0.88						
	Food Lion	Butterball		0.69						w/ store card
		"		1.29						w/o store card
	Giant Eagle	Giant Eagle	1.09	0.99						w/ store card
		" "	1.29	1.09						w/o store card
		Honeysuckle	1.09	0.99						w/ store card
		"	1.29	1.09						w/o store card
	Giant of PA	Shady Brook no label	0.99	0.79						
	Kroger	Shady Brook	0.99							
		Country Pride		0.79						
		Honeysuckle	0.99							w/ store card; certain locations
	Riesbeck's	Honeysuckle		0.89						> 16 lbs. (tom)
	Shop n' Save	Honeysuckle	0.99	0.99						\$1.00 off w/ coupon
	Weis	Jennie-O	0.89							w/ store card
		"	1.19							w/o store card